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THE CHICKEN FARMER

Government Announces Antimicrobial Use Initiatives

Health Canada recently announced plans to strengthen regulations related to the use of antimicrobial drugs in agriculture.

They intend to propose amendments to the Food and Drug regulations to address own-use importation (OUI) of veterinary drugs, to strengthen the regulations for active pharmaceutical ingredients, and to increase veterinary oversight for antimicrobials used in livestock. This is in line with the Government of Canada's recently- released Action Plan on Antimicrobial Resistance and Use in Canada.

Also included in the Action Plan is the commitment to remove growth promotion claims from Category II and III antibiotics. This initiative, along with the plans to increase veterinary oversight of water and feed antibiotics, is targeted for December 2016 to be in line with similar initiatives in the U.S. Amendments to address OUI are targeted for 2017.

Chicken Farmers of Canada issued a supportive media release, which is available on *www.chickenfarmers.ca*, under the Media Room tab.

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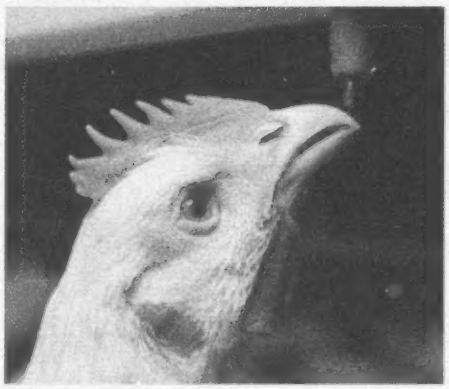

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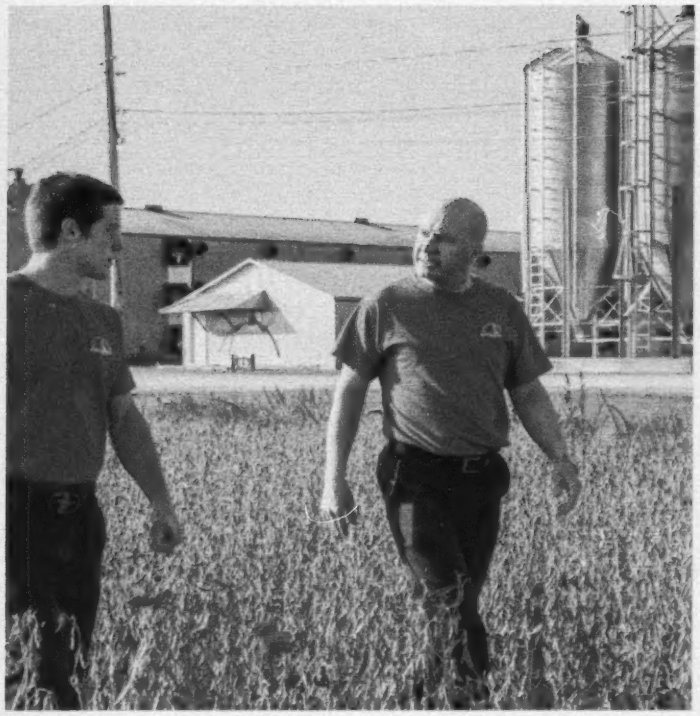
Chicken Farmers of Canada
Les Producteurs de poulet du Canada



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WHAT DOES THIS MEAN FOR FARMERS?

As part of Chicken Farmers of Canada's commitment to responsible use, the option to use antimicrobials obtained via "own-use importation" and the use of active pharmaceutical ingredients has not been permitted since 2009, and is a requirement of the On-Farm Food Safety Assurance Program.

We have supported the effort of Health Canada to remove growth promotion claims from antibiotic labels. Any product labelled for growth promotion will be able to submit a claim for preventive or therapy purposes, otherwise it will be no longer be allowed for sale.

We will continue to work with the government as they implement initiatives for increased veterinary oversight of feed and water antibiotic use. Increased veterinary oversight will result in products classified as Category II or III not being available for over-the-counter purchase without a veterinary prescription.

There will be an impact on farmers in terms of consulting with a veterinarian, but the exact impact is hard to determine until the policies are finalized. Potential hurdles that need to be addressed include ensuring adequate veterinary capacity, ensuring appropriate animal welfare, and ensuring the availability of products when needed.

WHAT IS CHICKEN FARMERS OF CANADA DOING?

To further demonstrate its commitment to antimicrobial use and resistance, CFC developed an antimicrobial use strategy with all members of the stakeholder chain in 2012. This strategy focusses on surveillance, education, and reduction, alongside research and innovation.

Among other successes, the implementation of the strategy has resulted in:

- A mandatory industry policy to eliminate the preventive use of Category I antibiotics as of May 15, 2014
- Surveillance, in cooperation with the Canadian Integrated Program for Antimicrobial Resistance Surveillance of Health Canada, of antimicrobial use and resistance on chicken farms
- The release of Responsible Use Guidelines
- Education and communication seminars/tools for farmers and the supply chain
- Research into innovative products such as vaccines and alternatives to antibiotics

Chicken Farmers of Canada's 2015 action plans include forming an AMU Reduction working group to help further develop our antimicrobial use strategy. The mandate of the working group will be to develop recommendations for the reduction of antimicrobial use in Canadian chicken production based on antimicrobial use surveillance data. Members will complete this mandate by considering all aspects and identifying issues related to antimicrobial use, including flock health and welfare, disease pressures, operational challenges, and regulatory burdens.

The members of this group bring a broad range of experience to the table. They include chicken farmers, veterinarians, academia, and feed mill representatives from each region in Canada.

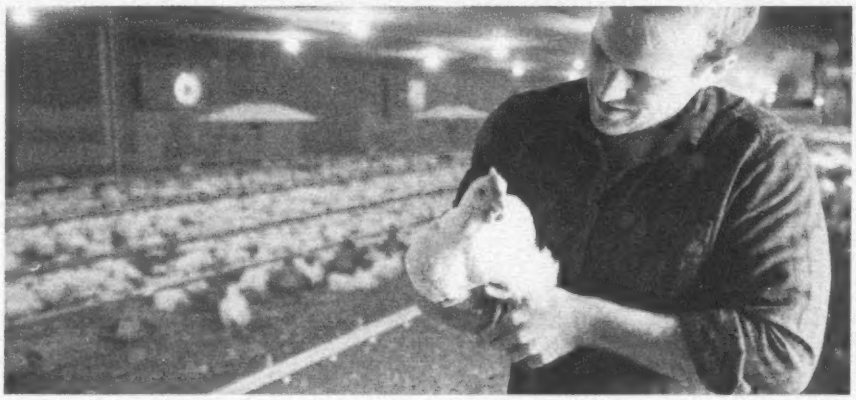
The working group will be hard at it through until the fall. A final report will be presented to the Chicken Farmers of Canada Production Committee and to the Board of Directors for consideration of next steps in the antimicrobial use strategy.

Heightened Biosecurity Notice: Protect your Flock – Protect your Industry!

Over the past several months there have been a number of flocks infected with Avian Influenza in both Canada and the United States. This includes the recent confirmation by Canadian Food Inspection Agency of a highly pathogenic H5N2 virus detected on a commercial turkey farm in southwestern Ontario.

Wild birds that have passed through the infected areas of the United States are in the same flyways as those that pass through the majority of Canada. Our flocks are currently at a heightened risk of infection from wild birds.

Chicken Farmers of Canada is issuing this heightened biosecurity notice to remind all producers, regardless of location, to exercise heightened biosecurity measures at this time.



The Avian Influenza virus can be easily transmitted by cross-contamination, human traffic, rodents and equipment. As a result, the following are recommended precautionary measures that you can take to protect your flock and help to limit disease spread in your region.

Be very diligent in observing your flocks.

- Monitor mortalities and track feed and water consumption.
- Submit mortalities for diagnostics for early disease detection.
- Should you suspect any signs of health concerns in your flock, please contact your veterinarian as well as your provincial board. Examples include:
  - Mortality greater than 0.5% for 2 days in a row
  - Abnormal behavior (flock is quiet and inactive, ruffled feathers)
  - Changes in feed or water consumption

Take an active role in protecting your birds by employing strict heightened biosecurity measures on your property.

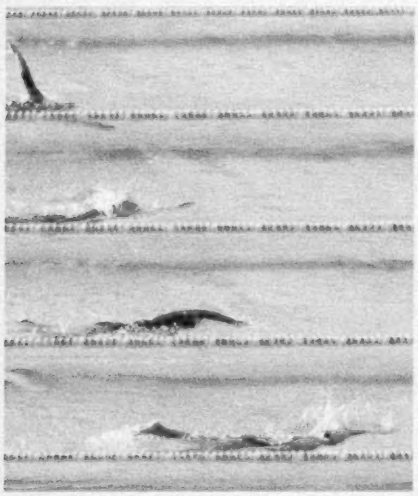
- Ensure that everyone entering the restricted area of your barns changes their boots and outer clothing
- Wash hands before and after contact with the birds or use gloves.
- Limit any unnecessary personnel from entering the barn or accessing the farm and keep a logbook of movement in relation to your farm.
- Limit travel to other poultry farms and if you must travel, practice strict biosecurity measures between farms including cleaning vehicles.
- Limit exchange of equipment with other poultry farms, or ensure that it is cleaned and disinfected in between farms.
- Deter wild birds from the areas around your barns. Contact with infected fecal material is the most important mode of bird-to-bird transmission. Your farmyard has the potential to have been contaminated by migratory birds. Keep the area around the barn clean to deter rodents.
- Keep all barn doors and openings closed at all times.
- Treat any water from an open water source prior to use.
- If you have a free range flock with access to the outdoors, it is recommended that you keep your birds inside during this high risk time.

As always, continue to follow all requirements outlined in the on-farm food safety program (OFFSAP) manual.

For more information on avian influenza and the current situation, please see the CFIA website: *www.inspection.gc.ca.*

Courtney Doyle, Five-Time Gold Medalist in Transplant Games, on Nutrition and Swimming as Part of a Healthy Lifestyle

Chicken Farmers of Canada, proud partner of Swimming Canada, continues to support swimmers from the national level down to children learning how to swim. In 2014, 12-year old Courtney Doyle caught our attention with her incredible story of courage and determination to swim competitively.



Courtney was born with a kidney disease called Finnish Type Nephrotic Syndrome and at the age of 2 had transplant surgery for a kidney, which was donated by her father. Looking for ways to stay healthy and prevent a kidney infection, Courtney joined the Perth Stingrays' Competitive Swimming Program in 2011 and has been training ever since.

Last summer, Courtney took home gold at the Canadian Transplant Games in New Brunswick in all five of her events, including the 5 k bike, 1 k run, 50 m backstroke swim, and 100 m freestyle swim. She now has her sights set on joining Team Canada at the World Transplant Games in Argentina this August.

We recently asked Courtney what motivates her to swim competitively and how nutrition plays a role in her routine. This is her blog:

My name is Courtney Doyle. I am 13-years-old and I am a competitive swimmer. I am probably one of the most unlikely people to have become a competitive athlete. I was born with extensive health problems which resulted in me having a kidney transplant when I was 2-years-old. The transplant solved some of my issues, but it created many more.

What started out 4 years ago as a desperate attempt at improving my health has turned into an amazing journey. I could never have predicted the benefits I would see from getting into the pool regularly. I saw a remarkable improvement in how I was feeling and it also showed on my regular medical tests. Swimming has given me so much confidence in my own abilities.

It's hard being the "sick kid" at times, but in the pool I am no different than anyone else. I have learned so much about time management, as you can imagine, balancing school, my swim training schedule, and my health can be quite demanding. I do struggle with endurance and exhaustion from trying to balancing it all, but that's where rest and proper eating habits have really helped me.

I eat a lot of protein to help keep my energy levels up. Admittedly I am a picky eater, so I tend to eat a lot of chicken and almonds to get my protein. My favourite recipe is "Chicken Bites". We make them with various coatings/marinades. My mom loves how easy and flexible this recipe is. I eat the chicken bites hot or cold, sometimes I eat them on their own, and sometimes on a salad. They are easy to just have to eat before and after swim practice with my chocolate milk.

If you are interested in supporting Courtney's goal to travel and compete at the World Transplant Games in Argentina, you can email *CourtneyforGold@gmail.com* for more information. Chicken Farmers of Canada has generously donated $1,000 to help Courtney get there.

2015 Lobby Day

Chicken Farmers of Canada (CFC) once again held a Lobby Day in conjunction with its Board of Directors meeting on May 5th. Directors, Alternates, Provincial Board representatives, processors, and staff members spent the day meeting with a variety of Senators and Members of Parliament (MPs) to discuss a number of important issues facing the Canadian chicken industry.

We wanted to emphasize the role of Chicken Farmers of Canada, its importance as an economic success story and to tackle, head-on, some of the myths being perpetuated about supply management, trade, and consumer pricing. At the same time, we wanted to take the opportunity to illustrate the many ways in which the Canadian chicken industry is good for Canada and for both rural and urban Canadians across the country.

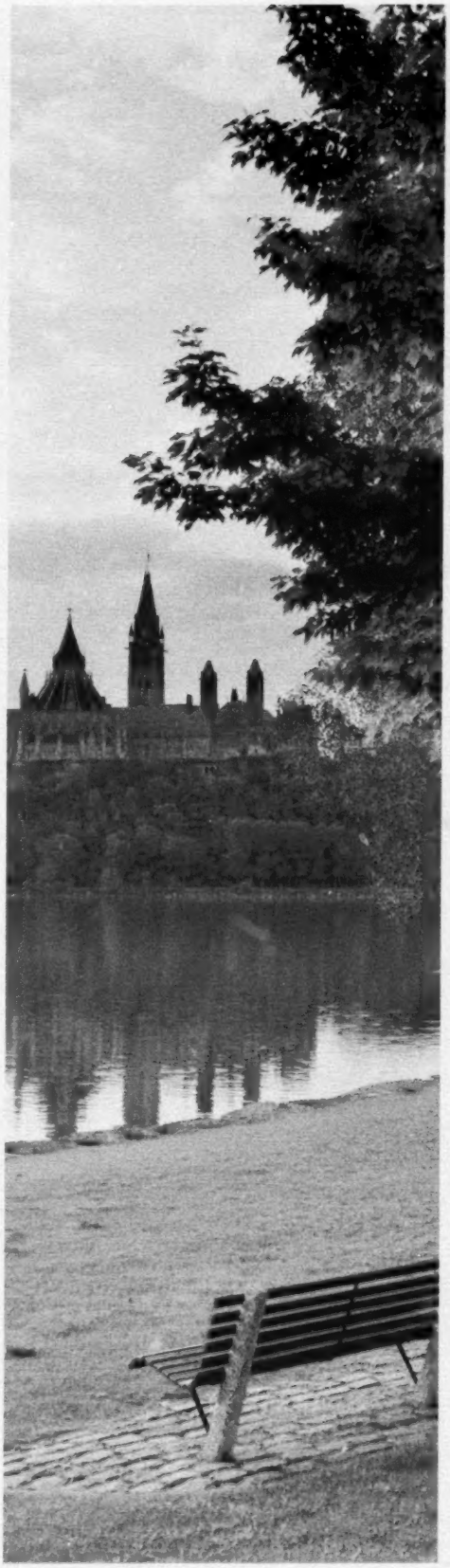
As the #1 meat protein in Canada, our $6.5 billion dollar industry is a continuing economic success story. It is also a consumer success story; with our mandatory food safety and animal care programs, our reduction of antibiotic use, and our focus on meeting consumer expectations for value, per capita consumption of chicken increased 1.1 kg in 2014. These all form the backbone of our government relations strategy.

Other topics of conversation included: imports, in this case the Duties Relief Program, and Specially-Defined Mixtures. Together, these two tariff-avoiding schemes have led to 90 Mkg in product evading import controls (just in the past year) and displacing Canadian production, jobs, tax revenues, etc.

Delegates from all provinces were on the go all day, and great discussions were held. Follow-ups were also scheduled as some meetings led to requests for more information or another, more in-depth meeting to further delve into the issues.

The success of Lobby Day demonstrates the ongoing work on building relationships with government officials across the country. The summer and fall meetings present additional opportunities for our industry to speak directly with these policy makers and to further build on existing relationships.

Chicken Farmers of Canada looks forward to continuing this positive trend and successful format.



Canada is Hosting the 20th International Farm Management Congress

From July 12–17, delegates will meet in, and tour around, Quebec City in this year's installment of the congress, which is held every two years in host countries around the world.

The objective of the International Farm Management Congress is to further the knowledge and understanding of farm business management and to exchange ideas and information about farm management theory and practice throughout the world.

Are you a farmer, farm manager, academic, lecturer, teacher, researcher, student, consultant or advisor, and do agriculture, health and the important linkages between them concern you?

- Hear from renowned farm management experts from around the world
- Share expertise, knowledge and ideas with industry leaders
- Expand your network with up to 400 delegates from over 30 countries
- See what Canada and Canadian agriculture has to offer
- Present your views, accomplishments and initiatives to an international audience

The theme for this edition of the International Farm Management Congress is one that is fundamentally important to the entire world: Healthy Agriculture for a Healthy World. With an increasing world population, an agricultural sector that is in good financial health, economically viable, environmentally sustainable, and capable of supplying the necessary components for a healthy diet, will be crucial for our future.

Delegates will discuss what the implications are:

- for agriculture and farmers in feeding a hungry world?
- for sustaining healthy farm businesses?
- for healthy agriculture?
- for healthy people?

They will also be able to tap into a wealth of information from the world's leading experts in farm business management throughout.

For more information about the Congress Program, the Plenary Sessions, the Field Trips, the Accompanying person program, and/or the Pre- and Post-Congress Tours, visit the official Congress website *www.IFMA20.org*. On that site, you will also find information on cost-sharing for delegates (those wanting to attend from Manitoba, Newfoundland & Labrador and Ontario could qualify through the Growing Forward II program).

Delegates registering before Canada Day could also win $200 in spending money!

Farm Management Canada is the organizer and more information can also be found on their website at *www.fmc-gac.com/home*.

Is Canada Open to Trade?

Farm Credit Canada's Jean-Philippe Gervais recently presented at the Chicken Farmers of Canada annual general meeting. Gervais covered a variety of key indicators concerning trade, such as forecasted economic growth and population growth.

International Monetary Fund (IMF) data maps show above-average growth in Asia and Africa, while western countries are experiencing below normal growth. The forecast for 2015 shows only a few slight changes, most notably in North America with the U.S. projected to reach above normal economic growth. The ripple effect from this prosperity should reach Canada by 2016, according to Gervais.

Population growth predictions from a United Nations census show an interesting pattern where world population will keep on climbing, but at a decreasing rate. Most regions of the world will see a considerable slowdown in their population growth, with the exception of Africa, which is still expected to keep on growing at an increasing rate.

Despite the fact that these trends will evidently play an important role for Canada as a global trader, they do not say much about Canada itself as a trader. In terms of agri-food trade, Canada is the 5th largest exporter in the world and the 6th largest importer. This is impressive considering the size of Canada's population in relation to its trading partners.

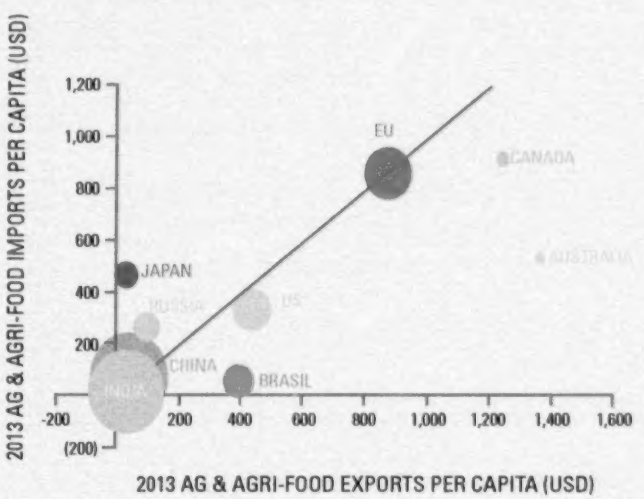
When looking at the same statistic on a per capita basis ($ per person) Canada is actually the second largest exporter – after Australia – and the largest importer of agri-food imports in the world (see Figure 1). This data may come as a surprise to those who like to blame Canada for slowing down TPP negotiations. The fact is that Canada is the top trader – there is nobody out there, whether it is the United States, Australia, New Zealand or the EU that have any business in telling Canada that it is not open to agri-food trade.

There are several factors that can explain Canada's openness to agri-food imports, some of them including harsh weather conditions, seasonality, and comprehensive regulations, which allow for a minimum market access in all commodities. Canada is known to respect its international trade commitments and plays by the rules, contrary to other countries that pretend to be open while protecting their market with disguised trade barriers.

The moral of this story is that relative to its size, Canada plays a much larger role in global agri-food trade than any country in the world. Canada has shown much flexibility in the past and has now reached a threshold – the time has come for other nations to catch up. Whether it is for questionable sanitary or protectionist reasons, countries often lay thick restrictions on agri-food products to keep them out of their domestic markets.

When looking at Figure 1, China and India are almost at zero in terms of per capita basis – it would only take a slight increase in openness from these two countries to make a big difference in global market access. The same could be said about agricultural power houses like the United States and Brazil who also hold huge potential for trade growth. Trade negotiations like TPP are the perfect setting for Canada to give a chance to its partners to catch up to its high standard of openness and, by doing so, benefit the entire partnership.

Figure 1
Agri-Food Imports and Exports per Capita in 2013



SOURCE: UN COMTRADE, US CENSUS

Animal Care & On-Farm Food Safety Programs

Canadian consumers have high expectations of their farmers, from the assurance of a steady supply to ensuring excellence and best practices in food safety. As their awareness grows, so do their expectations for high standards in animal care.

Canadian chicken farmers are proud to deliver on these expectations, with every flock they raise. Chicken Farmers of Canada's Animal Care and On-Farm Food Safety programs are concrete, accountable means of demonstrating the pride and commitment of farmers in raising the quality chicken Canadians can trust.

Our Programs Offer a National Set of Standards to Ensure Consistency From Coast to Coast.

- One program, one set of requirements for all Canadian chicken farmers
- CFC is responsible for development and oversight whereas provincial boards are responsible for the auditing and certification services
- Animal Care: Based on the Code of Practice
- Food Safety: HACCP-based and technically recognized by federal and provincial governments

Our Programs are Auditable, Ensuring Accountability From Every Farm.

- 97% of farmers are certified on the Animal Care program
- 100% of farmers are certified on the Food Safety program
- Includes third party audits

Our Programs are Mandatory, Ensuring Participation and Compliance From all Farmers.

- Animal Care Program is mandatory in 9 provinces
- Food Safety is mandatory in 10 provinces

The Programs Have Strict Enforcement Measures to Offer Additional Assurance.

- Provincial boards use monetary penalties, a reduction in allocation or license suspension as measures of enforcement

We Ensure That the Whole Industry is Informed and Involved.

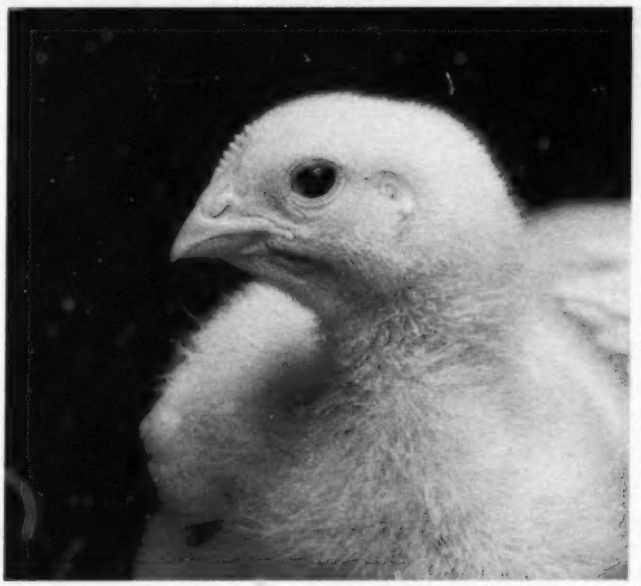
- Removal of certification is communicated to hatcheries and processors

We Ensure That These Programs are Supported by Stakeholders, From Gate to Plate.

- Animal Care: National organizations (CVMA, RC, CFIG, CPEPC, CRFA) have provided support
- Food Safety: CFC is the first commodity in Canada to receive full FPT recognition, demonstrating CFC's leadership on food safety

We are Committed to Continuous Improvement. We Evolve as we Learn.

- Updates and improvements are integral to the process
- Program material and procedures are reviewed yearly and updates made when required



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